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CONSUMER ATTITUDES TOWARDS PURCHASING ELECTRONIC PRODUCTS THROUGH DIGITALIZATION AND ITS IMPACT ON A STUDY OF ANDHRA PRADESH

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ABSTRACT

In today's world, People feel uncomfortable and time consuming for going crowded markets. Consumer attitude may be defined as a feeling of favorableness or un favorableness that an individual has towards an object. As we all know a positive attitude results in the possibility of liking or disliking a product. The consumer decision-making process involves five basic steps. Problem recognition, information search, alternatives evaluation, purchase decision, and post-purchase evaluation are the 5 steps involved in consumer decision-making process. Buying goods and services online without the use of an intermediary is known as online shopping. Since many consumers have internet access at work place as well as at home they can access online stores which are usually available 24 hours a day. One of the most enticing factors of online shopping, particularly during the holiday season is, the opportunity to avoid long lines and store searches. Any business can pick up an appropriate Digitalization business model from the list of B2B, B2C, and C2C etc. The main purpose of this research is to identify and analyze the factors that may influence consumer's attitude and behaviors toward shopping online. Besides the factors influencing another purpose of the study is to analyze who are online shoppers in terms of demography. Our study shows most of the payments for online transactions are made through debit cards. In India and, in Andhra Pradesh Amazon is the most opted online store for online shopping compared to Flipkart and other online stores.

Keywords:. Digitalization, Customer Purchase Decision, Business Model, Online Marketing.

I.INTRODUCTION

A research analysis on Consumer Attitude towards Online Shopping in Selected Regions of Gujarat shows that 49.5% users agreed that the data of product shown on online is sufficient, 32% users strongly felt that online transaction is safe, 46.5% users do payment by cash on delivery, 29.5% users purchased computer accessories, 40.5% users are purchasing the products through online more than Rs.2500 and finally the researcher concluded that online shopping is gaining more popularity among people, especially among the younger generation and become equally popular among all age groups. [1]

Another study by Kalpana Mathur et al [2] found people feels visiting shops, malls or retail outlets is more time consuming and hence prefer online shopping. The perception of the consumer also has similarities and difference based on their personal characteristics usage based on their needs and demand. Most of the Students and youngsters prefer online shopping and when compared to the elders who don"t use online shopping[3]. Unlike in the case of purchase of other consumer durables, online purchase of gold jewelry people prefer to purchase in retail shops . People would hesitate to buy jewelry online because of some major concerns like lack of satisfaction, social acceptance and recognition and inability to convince family members. However, people show readiness for the purchase fashionable jewelry online which is comparatively higher than those made of gold or some other precious metals[4].The popularity of the brand and promotional policies also plays a vital role in the success of online shopping in certain cases [5].A study by Pritam Sharma [6] shows that most of the people having annual income below Rs 4, 50,000 spends between 1500- 3000 per month for online shopping. People having annual income above Rs 4, 50,000 spends above 3000 per month for online shopping. The study also found that cash on delivery options and payment through internet banking are some of the factors influencing online shopping.

In the present we report a study carried out in Andhra Pradesh(India) to understand the attitudes of customers towards online purchase of electronic products. Our study shows that 49% of people in the age group 18-25 and 45% of the male prefer online shopping.

II. TERMS AND DEFINITIONS

Online shopping is a form of electronic commerce that enables customers to purchase products or services directly from sellers over the Internet through a web browser or a mobile app.

Consumer Purchase Decision: Purchase decision is the thought process that leads a consumer from identifying a need, generating options, and choosing a specific product and brand.

Consumer Attitudes: Consumer's attitude towards online shopping refers to their psychological state in terms of making purchases over the Internet. Online buying behavior process refers to the products purchased online. Customer attitudes are a composite of a person's beliefs, feelings, and behavioral intentions toward your business. These attitudes are

often formed based on a blend of factors. Particularly influential are an individual's past experiences that play a considerable role in developing and solidifying certain attitudes. The five main factors identified from the literature review towards online shopping namely, product variety, convenience, payment method, trust, and psychological factors were analyzed and examined.

*Digital marketing/Online Marketing***:** Digital marketing, also called online marketing, is the promotion of brands to connect with potential customers using the internet and other forms of digital communication. This includes not only email, social media, and web-based advertising, but also text and multimedia messages as a marketing channel.

Consumer Behavior: Consumer behavior is the study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy their needs and wants. The study of consumer behavior not only helps to understand the past but even predict the future.

Online buying behavior:

Consumer's online purchasing behavior is also known as online purchase behavior, internet shopping, or buying behavior. Elements such as logistics support, product characteristics, e-stores, knowledge characteristics, and home page have a linear relationship with online activity. The presentation Previous research has shown that people with wired lifestyles and limited time spend less time buying items online (Lohse, Bellman, and Johnson).

*Factors influencing online consumer behavior:*Many factors influence online consumer behavior when an individual is shopping online; in a nutshell, it is a complex mixture of many factors such as social, cultural, education, race, personality, climate, and resource availability. It involves a number of variables, some of which are controllable and others which are not. In any online transaction, uncontrollable variables such as the atmosphere and customer personality often win out, but some factors are under our influence, such as the medium of exchange, product or service characteristics, and so on.

*Internet Services***:** In the 1970s, the ARPANET, the primary precursor network, acted as a backbone for interconnection of regional academic and military networks. In the 1980s, the National Science Foundation Network was funded as a new backbone, and private investment for other commercial extensions resulted in global interest in the creation of new networking technologies, as well as the merger of several networks. By the early 1990s, the linking of commercial networks and businesses had begun the transition to the digital Internet, and the network had experienced continuous exponential growth as generations of institutional, personal, and mobile computers were linked to it.

Amazon: Amazon has the highest global brand valuation as of 2020. Amazon's Prime Video, Amazon Music, Twitch, and Audible subsidiaries provide video, music, and audiobook and streaming. Amazon also has a publishing division called Amazon Publishing, as well as a film and television studio called Amazon Studios and a cloud computing division called Amazon Web Services. It makes Kindle e-readers, Fire tablets, Fire TV, and Echo cameras, among other things. Ring, Twitch, Whole Foods Market, and IMDb are among the companies it has acquired over the years.

*Flipkart:*Flipkart is an Indian e-commerce company based in Bangalore, Karnataka, India and registered as a private limited company in Singapore. Before expanding into other product categories such as consumer electronics, apparel, home essentials, groceries, and lifestyle items, the company initially concentrated on online book sales. Flipkart competes mainly with Amazon and Snapdeal. Flipkart has a leading spot in the apparel market. It has acquired Myntra, PhonePe, Ekart, and many more companies. Sachin Bansal and Binny Bansal, both graduates of the Indian Institute of Technology Delhi and former Amazon employees, created Flipkart in October 2007.

III RESEARCH METHODOLOGY:

Research gap: Extensive literature review suggested that not much emphasis has been given on exhaustively identifying the antecedents and predictors of digitalization. Dimensions and characteristics of consumer behaviour towards online purchasing of electronic products were not rightly identified and studied. Literature review also revealed absence of analysis of growth of digitalization in India. Another gap identified was the absence of such a study in the Andhra Pradesh in India. Hence it was decided to address these gaps in the scope of this study. The study has explored and established that demographic factors act as drivers and play an instrumental role in shaping customers attitudes, feelings and behaviour. These research gaps have been identified and addressed through this study.

Research problem: Currently Digitalization in India is growing at a rapid rate. There are more than 70 million internet consumers present in India who uses digital platform for various operations regularly. By various governments policy for making India digitalized more and more consumers are increasing rapidly. As Andhra Pradesh is the most populated state in India but there are various factors that researcher has to find out for proper growth of digitalization. Researcher should analyze the impact of demographic and behavioral factors on consumer attitude towards digitalization in Andhra Pradesh.

Statement of the problem: To analyze the growth of digitalization and impact of demographic andbehavioral factors on consumer attitudes towards digitalization.

Objectives of research:

1. To identify and observe the current scenario of digitalization in India.
2. To identify the various factors that affects the growth of digitalization in India.
3. To analyze the impact of demographic factors (age, gender, income, occupation and qualification) and behavioral factors on consumer attitudes towards digitalization.
4. To analyze the consumer attitudes towards satisfaction via digitalization.

Hypothesis of the Study

Research hypothesis provides the base to derive the research conclusions. Following is the list ofhypothesis used to verify in this research study.

1. H0: There is no relationship between the age of consumer and purchasing frequency. H1: There is a relationship between the age of consumer and purchasing frequency.
2. H0: There is no relationship between the income of consumer and purchasing power. H2: There is a relationship between the income of consumer and purchasing power.
3. H0: There is no relationship between the qualifications of consumer and purchasing of quality product.
H3: There is a relationship between the qualifications of consumer and purchasing of quality product.
4. H0: There is no relationship between the usage occasion of product and purchasingfrequency.
H4: There is a relationship between the usage occasion of product and purchasingfrequency.

Data Collection

1. Primary data: Questioning and observations are two basic methods of collecting data. Questioning means data collection by asking question to people who are thought to have the desired information. It may be asked in person or by writing. The researcher shall use various methods to collect the primary information such as questionnaire etc.

2. Secondary Data: Secondary data means data that are already available. It refers to the data whichhave already collected and analyzed by someone else. The researcher utilizes the secondary data from the various sources. Secondary data may either be published or unpublished data. Published data are available in:

a. various publications of central, state and local governments
b. Trade and technical journals
c. Magazines, books and newspapers
d. Reports and publications

Questionnaire: Structured questionnaire and personal interview research technique isused in this research.
Type of questionnaire: questionnaire can either be structured or unstructured.

1.Structured questionnaire: the questions are presented with exactly the same wording and insame order to all respondents.
Closed Ended: Closed ended questions specify all the possible answers that are easier to interpretand tabulate (i.e. of the type 'yes' or 'no')
2.Unstructured questionnaire: In this questionnaire, questions are open ended.

Sampling:

1.Sample Size: The study will cover the whole Andhra Pradesh. The study will be focused on population of Andhra Pradesh. The researcher will use 800 samples of respondents when data will be collected.
2.Selection of the Sample Respondents: All the respondents are consumers of electronic products through digitalization in Andhra Pradesh.
3.Sampling Technique: The convenience sampling will be used in this research

and other technique would have been used as per requirement of information or data.

Statistical Tools and Techniques: For analyzing the collected data, the researcher will

use following tools and techniques as per requirement: Mean, standard deviation, Regression Analysis, Factor analysis ANOVA, pair T-Test etc.

Scope of Study:

1. The scope of the study can be further increased and enriched to include more variables under the theoretical framework in future studies.
2. The study can also be done in different states of India to ascertain interplay of different factors and their contribution on consumer behaviour towards digitalization.
3. Future studies and researches should include other factors like geographical factors, cultural factors etc.
4. The scope of the study can be further broadened to increase various tenets of customer attitudes like beliefs, feeling and behavioral intention.

IV. DATA ANALYSIS AND INTERPRETATION

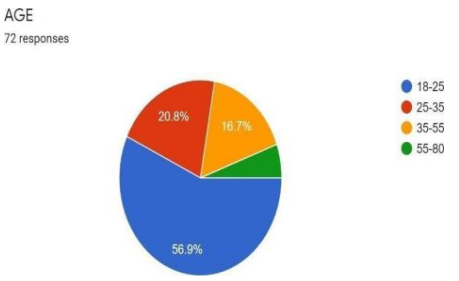

Fig.1. Survey respondent's age.

Figure 1 shows that about 60% of the respondents are in the age group 18-25 and the remaining respondents are above the age of 25.

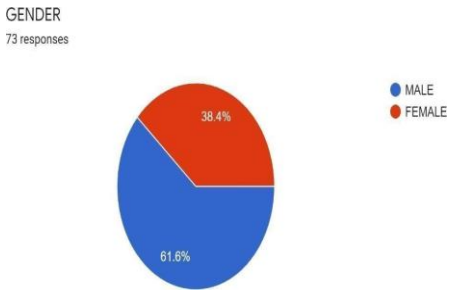

Fig.2. Details of respondents who participated in the survey.

Figure.2 shows the graph of respondents -Male = 45, Female = 28, Among the respondents about 62% were men.

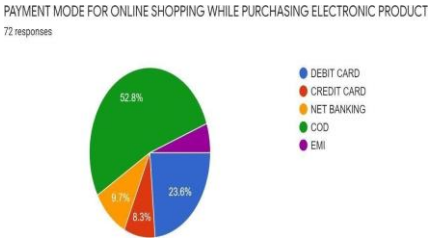

Fig.3 Survey of payment mode used during online purchase

Figure.3 shows that 52.85 of the people use debit cards for payment during on-line shopping.
DEBIT CARD = 17, CREDIT CARD = 6,
NET BANKING = 7COD = 38, EMI = 4

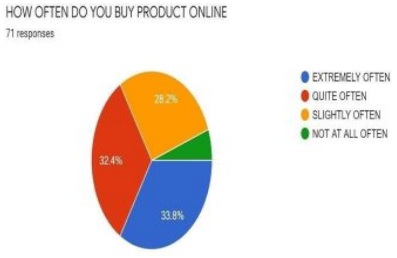

Fig.4 Products often purchased online.

Figure.4 shows that about 34% of respondents do online shopping extremely often. Only 4 persons said that they don't do Online shopping at all.
EXTREMELY OFTEN = 24
QUITE OFTEN = 23 SLIGHTLY OFTEN = 20
NOT AT ALL OFTEN = 4

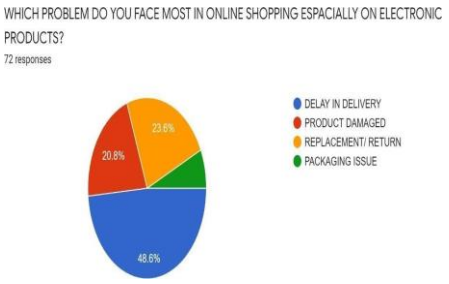

Fig.5 Problems faced during online purchase

In figure.5 show the graph of 48.6% of the respondent felt that while purchasing electronic products online, the problem they face is that the delivery is delayed often.
DELAY IN DELIVERY = 35
PRODUCT DAMAGED = 16
REPLACEMENT/ RETURN = 17
PACKAGING ISSUE = 4

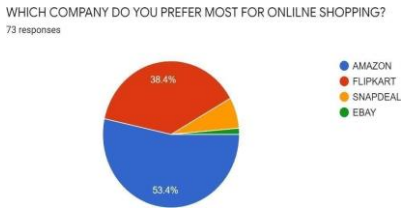

Fig.6 Most preferred companies for online purchase

In figure.6 shows the graph of respondent
AMAZON = 39
FLIPKART = 28, SNAPDEAL = 5,EBAY = 1

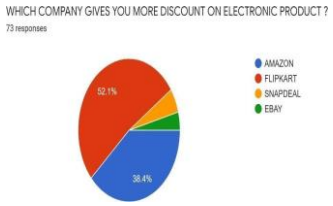

Fig.7 Companies giving more discounts during online shopping

In figure.7 show the graph of respondents regarding discounts.
AMAZON = 28,FLIPKART = 38,
SNAPDEAL = 4,EBAY = 3

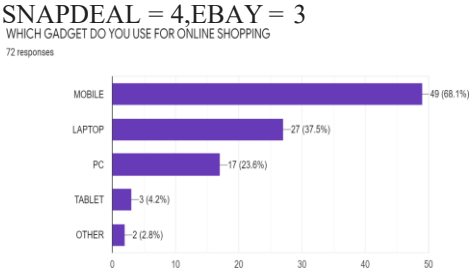

Fig.8 Gadgets purchased online

Figure.8 shows the graph of Gadgets purchased by respondents.
MOBILE = 49,LAPTOP = 27,PC = 17,
TABLET = 3O,THERS=2

V. CONCLUSION

Our study shows that Gadgets like mobile phones are mostly purchased online, Amazon is the most preferred site for online shopping, Delay in delivery is the most faced problem in online shopping
Credit card is the most preferred option for payment during online shopping. The results our study can be used by various organizations to identify their target customer segments. India has a great future in online shopping.

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